

SYSTEM AND METHOD FOR PROVIDING SUPPLEMENTAL INFORMATION RELATED TO A TELEVISION PROGRAM

ABSTRACT OF THE DISCLOSURE

5 Television programs are represented by program interface objects (PIOs)
within an interactive television system. The PIOs provide a visual indicator for quick
identification of the represented television program, attributes providing information
concerning the represented television program, and actions that may be performed
on or in connection with the represented television program. The PIOs may be
10 sorted, filtered, and/or managed based on user-provided criteria. The PIOs may also
be used to selectively retrieve supplemental information related to a television
program, initiate a commercial transaction, establish a chat session, and the like.